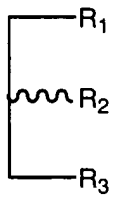
WHAT IS CLAIMED IS:

1. A method for treating a host infected with RSV comprising administering an anti-RSV effective amount of a compound of Formula I:



(I)

or a pharmaceutically acceptable salt or prodrug thereof,

wherein:

R_1 is selected from the group consisting of -NHC(O)Y, where Y is C_1-C_{22} alkyl, C_2-C_{22} alkenyl, and C_2-C_{22} alkynyl;

R_2 is selected from the group consisting of -OX, where X is C_1-C_{22} alkyl, C_2-C_{22} alkenyl, C_2-C_{22} alkynyl; and

R_3 is phosphocholine.

2. The method of claim 1 wherein Y and X are independently C_1-C_{14} alkyl, C_2-C_{14} alkenyl, or C_2-C_{14} alkynyl.

3. The method of claim 1 wherein:

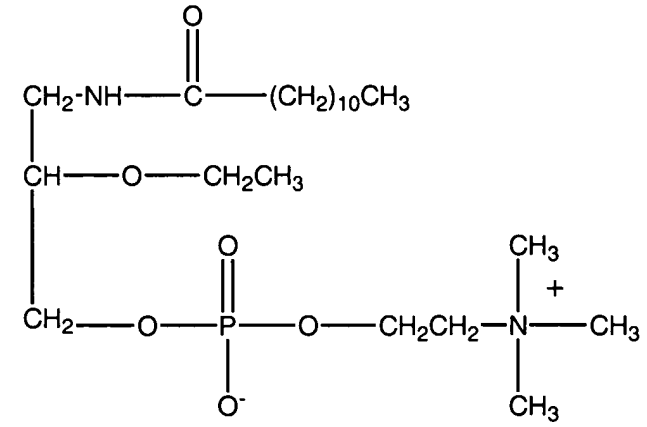
Y is $-C_{10}H_{21}$; and

X is $-CH_2CH_3$, $-CH_2CH_2CH_3$, $-CH_2CH_2CH_2CH_3$, or $-C_{10}H_{21}$.

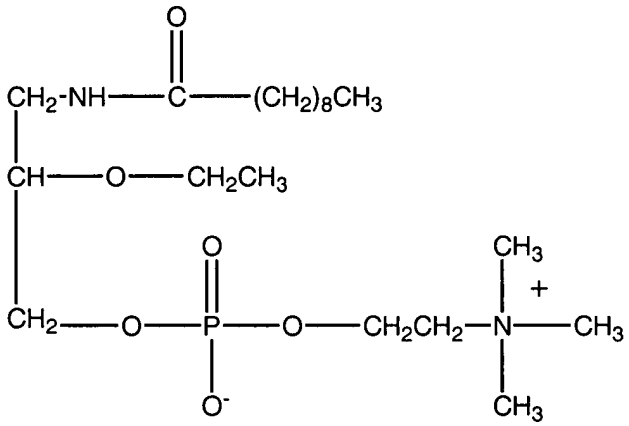
4. The method of claim 1 wherein Y is $-C_{11}H_{23}$ and X is C_1-C_5 alkyl.

5. The method of claim 1 wherein Y is $-C_9H_{19}$ and X is C_9-C_{11} alkyl.

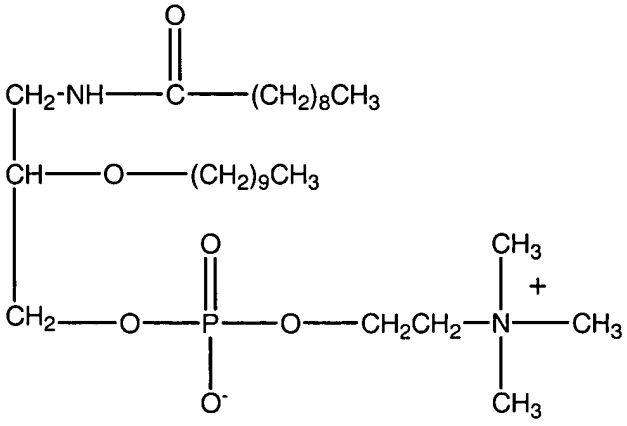
6. The method of claim 1, wherein the compound is



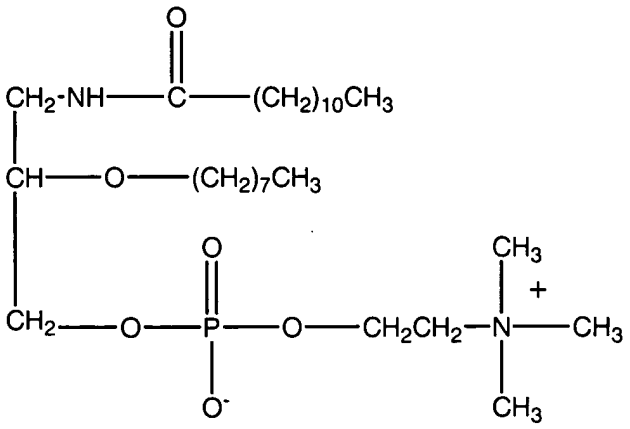
3-dodecanamido-2-ethoxypropyl-1-phosphocholine,



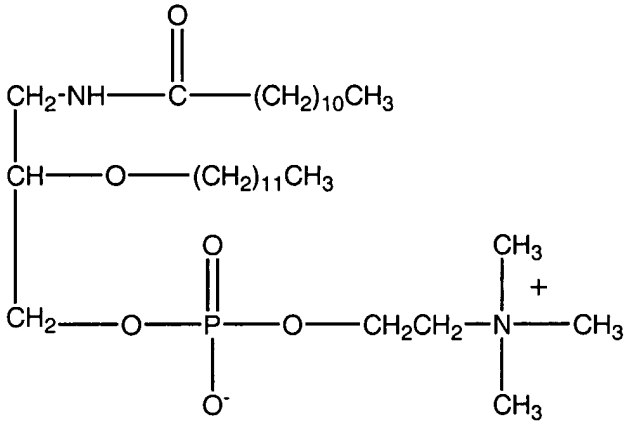
3-decanamido-2-ethoxypropyl-1-phosphocholine,



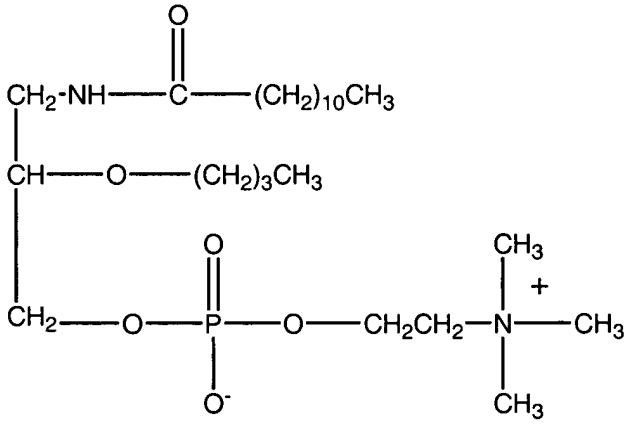
3-decanamido-2-decyloxypropyl-1-phosphocholine,



3-dodecanamido-2-octyloxypropyl-1-phosphocholine,



3-dodecanamido-2-dodecyloxypropyl-1-phosphocholine, or

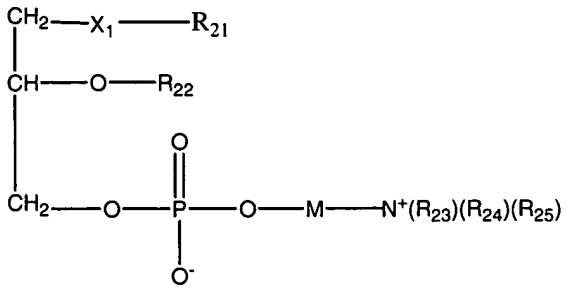


3-dodecanamido-2-butyloxy-1-phosphocholine; or a combination thereof.

7. The method of claim 1 wherein the host is a mammal.

8. The method of claim 1 wherein the host is a human.

9. A method for treating a host infected with RSV comprising administering an anti-RSV effective amount of a compound of Formula II:



(II)

or a pharmaceutically acceptable salt or prodrugs thereof,

wherein:

M is C_2-C_4 alkyl;

X_1 is selected from the group consisting of -S-, -O-, -NH-, and -NHC(O)-;

R_{21} is selected from the group consisting of C_1-C_{20} straight chain alkyl, C_2-C_{20} straight chain alkylene containing not more than four double bonds, and aryl;

R_{22} is selected from the group consisting of C_1-C_{20} straight chain alkyl, C_2-C_{20} straight chain alkylene containing not more than four double bonds, and aryl; and

R_{23}, R_{24}, and R_{25} are each independently selected from the group consisting of hydrogen, methyl, ethyl, propyl, and isopropyl.

10. The method of claim 9 wherein

M is $-CH_2CH_2-$;

X_1 is –NHC(O)-;

R_{21} is selected from the group consisting of a C_1-C_{16} straight chain alkyl and C_2-C_{16} straight chain alkylene containing not more than one double bond;

R_{22} is selected from the group consisting of a C_1-C_{16} straight chain alkyl and C_2-C_{16} straight chain alkylene containing not more than one double bond; and

R_{23}, R_{24}, and R_{25} are each independently hydrogen or methyl.

11. The method of claim 9 wherein

R_{21} is selected from the group consisting of C_1-C_{16} straight chain alkyl and C_2-C_{16} straight chain alkylene containing not more than one double bond; and

R_{22} is selected from the group consisting of C_1-C_5 straight chain alkyl and C_2-C_5 straight chain alkylene containing not more than one double bond.

12. The method of claim 11 wherein R_{21} is C_9-C_{12} alkyl and R_{22} is C_1-C_{12} alkyl.

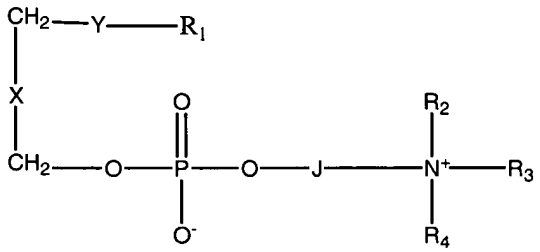
13. The method of claim 11 wherein R_{21} is C_9-C_{12} alkyl and R_{22} is C_1-C_5 alkyl.

14. The method of claim 11 wherein R_{21} is C_9-C_{12} alkyl and R_{22} is C_8-C_{12} alkyl.

15. The method of claim 9 wherein the host comprises a mammal.

16. The method of claim 9 wherein the host comprises a human.

17. A method for treating a host infected with RSV comprising administering an anti-RSV effective amount of a compound of Formula III:



(III)

or a pharmaceutically acceptable salt or prodrug thereof,

wherein:

Y is selected from the group consisting of -S-, -O-, -NH-, -$N(CH_3)$-, -NHC(O)-, and -$N(CH_3)C(O)$-;

R_1 is selected from the group consisting of C_1-C_{18} alkyl, C_2-C_{18} alkenyl, C_2-C_{18} alkynyl, and aryl;

X is a covalent bond or methylene that is optionally substituted with a hydroxyl, C_1-C_{20} alkyl, -O-(C_1-C_{20} alkyl), -S-(C_1-C_{20} alkyl), -C(O)N(C_1-C_{20} alkyl), C_2-C_{20} alkenyl, -O-(C_2-C_{20} alkenyl), -S-(C_2-C_{20} alkenyl), -C(O)N(C_2-C_{20} alkenyl), C_2-C_{20} alkynyl, -O-(C_2-C_{20} alkynyl), -S-(C_2-C_{20} alkynyl), or -C(O)N(C_2-C_{20} alkynyl);

J is a C_1-C_4 alkyl optionally substituted from one to three times with methyl or ethyl; and

R_2, R_3, and R_4 are independently hydrogen or C_1-C_3 alkyl.

18. The method of claim 17 wherein:

Y is -NHC(O)-;

R_1 is C_6-C_{18} alkyl;

X is -C(H)(O-C_1-C_{18} alkyl)- or -C(H)(O-C_1-C_{18} alkenyl)-;

J is -CH_2CH_2-; and

R_2, R_3, and R_4 are each methyl.

19. The method of claim 18 wherein R_1 is -$C_{11}H_{23}$ and X is -C(H)(O-C_1-C_5 alkyl)-or -C(H)(O-C_1-C_5 alkenyl)-

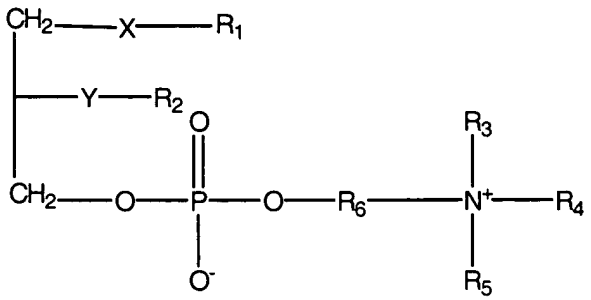
20. The method of claim 18 wherein R_1 is -C_9H_{19} and X is -C(H)(OC_2H_5)-.

21. The method of claim 17 wherein R_1 is -C_9H_{19} and X is -C(H)($OC_{10}H_{21}$)-.

22. The method of claim 17 wherein the host comprises a mammal.

23. The method of claim 17 wherein the host comprises a human.

24. A method for treating a host infected with RSV comprising administering an anti-RSV effective amount of a compound of Formula IV:



(IV)

or a pharmaceutically acceptable salt or prodrug thereof,

wherein:

R_1 is selected from the group consisting of C_1-C_{18} alkyl, C_2-C_{18} alkenyl, and C_2-C_{18} alkynyl that is optionally substituted from 1 to 5 times with -OH, -COOH, oxo, amino, or aryl;

X is selected from the group consisting of -NHC(O)-, -N(CH_3)C(O)-, -C(O)NH-, -C(O)N(CH_3)-, -S-, -S(O)-, -(SO_2)-, -O-, -NH-, and –N(CH_3)-;

R_2 is selected from the group consisting of C_1-C_{14} alkyl, C_2-C_{14} alkenyl, and C_2-C_{14} alkynyl that is optionally substituted from 1 to 5 times with -OH, -COOH, oxo, amino, or aryl;

Y is selected from the group consisting of -NHC(O)-, -N(CH_3)C(O)-, -C(O)NH-, -C(O)N(CH_3)-, -S-, -S(O)-, -(SO_2)-, -O-, -NH-, -N(CH_3)-, and -OC(O)-;

R_6 is selected from the group consisting of C_2-C_6 alkyl; C_2-C_6 alkenyl, and C_2-C_6 alkynyl; and

R_3, R_4, and R_5 are independently methyl or ethyl, or R_3 and R_4 together form an aliphatic or heterocyclic ring having five or six ring atoms and R_5 is methyl or ethyl.

25. The method of claim 24 wherein:

R_2 is C_1-C_{14} alkyl, C_2-C_{14} alkenyl, or C_2-C_{14} alkynyl;

R_6 is $-CH_2CH_2-$; and

R_3, R_4, and R_5 are each independently CH_3.

26. The method of claim 25 wherein R_2 is C_1-C_5 alkyl or C_2-C_5 alkenyl.

27. The method of claim 25 wherein R_1 is C_8-C_{12} alkyl and R_2 is C_1-C_{12} alkyl.

28. The method of claim 25 wherein R_1 is C_8-C_{12} alkyl and R_2 is C_1-C_5 alkyl.

29. The method of claim 25 wherein R_1 is C_8-C_{12} alkyl and R_2 is C_8-C_{12} alkyl

30. The method of claim 27 wherein

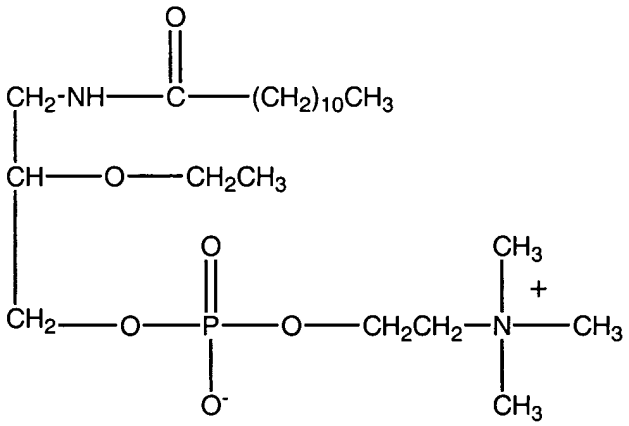
X is $-NHC(O)$, $-N(CH_3)C(O)-$, $-C(O)NH-$, $-C(O)N(CH_3)$; and

Y is $-O-$, $-NH-$, or $-N(CH_3)-$.

31. The method of claim 24 wherein the host comprises a mammal.

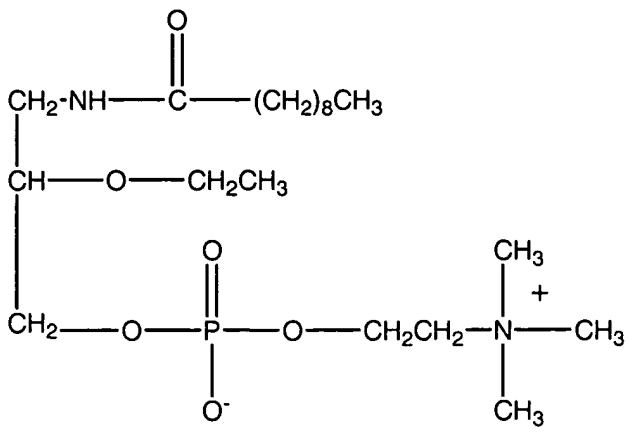
32. The method of claim 24 wherein the host comprises a human.

33. The method of claim 24 wherein the compound comprises:



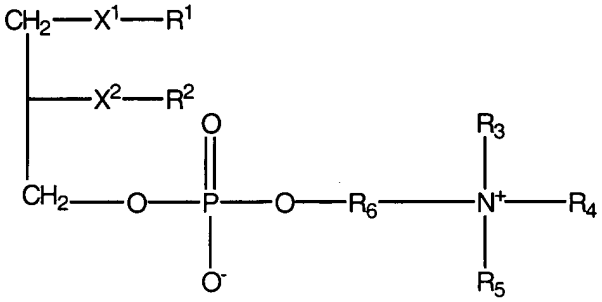
3-dodecanamido-2-ethoxypropyl-1-phosphocholine.

34. The method of claim 24 wherein the compound comprises:



3-decanamido-2-ethoxypropyl-1-phosphocholine.

35. A method for treating a host infected with RSV comprising administering an anti-RSV effective amount of a compound of Formula AA-1:



(AA-1)

or a pharmaceutically acceptable salt or prodrug thereof,

wherein:

X^1 is -NHC(O)-;

X^2 is -O-;

R^1 is -C_1-C_{22} alkyl;

R^2 is -C_1-C_{22} alkyl;

R^6 is -CH_2CH_2-; and

R^3, R^4, and R^5 are methyl.

36. The method of claim 35, wherein

R^1 is $-CH_3$, $-CH_2CH_3$, $-CH_2CH_2CH_3$, $-CH_2CH_2CH_2CH_3$, $-CH_2CH_2CH_2CH_2CH_3$, $-(CH_2)_5CH_3$, $-(CH_2)_6CH_3$, $-(CH_2)_7CH_3$, $-(CH_2)_8CH_3$, $-(CH_2)_9CH_3$, $-(CH_2)_{10}CH_3$, $-(CH_2)_{11}CH_3$, $-(CH_2)_{12}CH_3$ or $-(CH_2)_{13}CH_3$; and

R^2 is $-CH_3$, $-CH_2CH_3$, $-CH_2CH_2CH_3$, $-CH_2CH_2CH_2CH_3$, $-CH_2CH_2CH_2CH_2CH_3$, $-(CH_2)_5CH_3$, $-(CH_2)_6CH_3$, $-(CH_2)_7CH_3$, $-(CH_2)_8CH_3$, $-(CH_2)_9CH_3$, $-(CH_2)_{10}CH_3$, $-(CH_2)_{11}CH_3$, $-(CH_2)_{12}CH_3$ or $-(CH_2)_{13}CH_3$.

37. The method of claim 36, wherein

R^1 is $-(CH_2)_8CH_3$, $-(CH_2)_9CH_3$, $-(CH_2)_{10}CH_3$, $-(CH_2)_{11}CH_3$; $-(CH_2)_{12}CH_3$, or $-(CH_2)_{13}CH_3$; and

R^2 is CH_3, $-CH_2CH_3$, $-CH_2CH_2CH_3$, $-CH_2CH_2CH_2CH_3$, $-CH_2CH_2CH_2CH_2CH_3$, $-(CH_2)_5CH_3$, $-(CH_2)_6CH_3$, or $-(CH_2)_7CH_3$.

38. The method of claim 36, wherein

R^1 is $-(CH_2)_5CH_3$, $-(CH_2)_6CH_3$, $-(CH_2)_7CH_3$, $-(CH_2)_8CH_3$, $-(CH_2)_9CH_3$, $-(CH_2)_{10}CH_3$, $-(CH_2)_{11}CH_3$, or $-(CH_2)_{12}CH_3$; and

R^2 is $-(CH_2)_6CH_3$, $-(CH_2)_7CH_3$, $-(CH_2)_8CH_3$, $-(CH_2)_9CH_3$, $-(CH_2)_{10}CH_3$, $-(CH_2)_{11}CH_3$, $-(CH_2)_{12}CH_3$, or $-(CH_2)_{13}CH_3$.

39. The method of claim 1, wherein the administering is orally, intravenously, parentally, intradermally, subcutaneously, topically, or by inhalation.